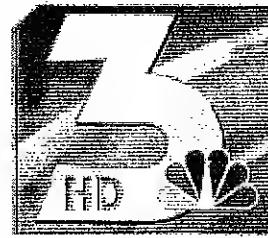


ORDER



Orders	Order / Rev:	103688	Alt Order #:	06830031
	Product Desc:	BERKLEY FOR SENATE		
	Estimate:	30S		
	Flight Dates:	10/16/12 - 10/22/12		
	Original Date / Rev:	06/28/12 / 10/19/12		
	Order Type:	GENERAL		
	Primary AE:	Amy McCreary		
	Sales Office:	BLPHI		
	Sales Region:	National		
Agency	Name:	Shorr Johnson Magnus		
	Buying Contact:			
	Billing Contact:	1831 Chestnut St. Philadelphia, PA 19103		
	Billing Type:	Cash		
	Billing Calendar:	Broadcast		
	Billing Cycle:	EOM/EOC		
	Agency Commission:	15%		
Advertiser	Name:	Berkley Shelley for Senate - Revised		
	Demographic:	A35+		
	Product Codes:	PLC01		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		
	New Business Thru:			
	Order Separation:	00:05:00		
	Advertiser External ID:			
	Agency External ID:			

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	107	\$39,055.00	\$33,196.75		October 2012	107	\$39,055.00	\$33,196.75	0.00
					Totals		107	\$39,055.00	\$33,196.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$39,055.00
Market	100%	\$195,275.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,488.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,007.75
KTUD	0%	\$0.00
KVUU	25%	\$48,818.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,905.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/19/12	Wake Up Early w/ Wagner	430a-5a		-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week: 10/15/12	10/21/12	-TWT---		4			\$50.00		0.00				

Order / Rev: 103688
 Alt Order #: 06830031
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 2	KSNV	10/22/12	10/22/12	Wake Up Early w/ Wagners	Wagners	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00	
Wake Up Early Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$50.00 0.00																
E 3	KSNV	10/22/12	10/22/12	M-F 5-6a	WakeUp w/Wagners	5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 5-6a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$200.00 0.00																
E 4	KSNV	10/16/12	10/19/12	M-F 5-6a	WakeUp w/Wagners	5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00	
M-F 5-6a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 4 \$200.00 0.00																
E 5	KSNV	10/16/12	10/19/12	M-F 6-7a	WakeUp w/Wagners	6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	3	\$900.00	
M-F 6-7a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 3 \$300.00 0.00																
E 6	KSNV	10/22/12	10/22/12	M-F 6-7a	WakeUp w/Wagners	6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00	
M-F 6-7a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 2 \$300.00 0.00																
E 7	KSNV	10/22/12	10/22/12	Today Show	Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 3 \$400.00 0.00																
E 8	KSNV	10/16/12	10/19/12	Today Show	Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 12 \$400.00 0.00																
E 9	KSNV	10/16/12	10/19/12	Noon News	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	3	\$525.00
Noon News																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 3 \$175.00 0.00																
E 10	KSNV	10/22/12	10/22/12	Noon News	Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
Noon News																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00																
E 11	KSNV	10/22/12	10/22/12	M-F Today Show II	3rd HOM	9-10a	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00	
M-F Today Show II																
TODAY 2																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00																
E 13	KSNV	10/16/12	10/19/12	Dr. Phil	Dr Phil	CM	3-4p	-TWTF--	:30	3	\$200.00	3	0.00	NM	3	\$600.00
Dr. Phil																
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 -TWTF-- 3 \$200.00 0.00																
E 14	KSNV	10/22/12	10/22/12	Dr. Phil	Dr Phil	CM	3-4p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
Dr Phil																
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12 10/28/12 M----- 1 \$200.00 0.00																
E 15	KSNV	10/22/12	10/22/12			CM	4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00

Order / Rev: 103688
Alt Order #: 06830031
Flight Dates: 10/16/12 - 10/22/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Order / Rev: 103688
Alt Order #: 06830031
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

Order / Rev: 103688
 Alt Order #: 06830031
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 37	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven	CM		11pm-1135pm		M-----	:30	1	\$425.003	0.00	NM		1	\$425.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----								1	\$425.00	0.00			
E 38	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven	CM		11pm-1135pm		-----SS	:30	2	\$400.003	0.00	NM		2	\$800.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----SS								2	\$400.00	0.00			
E 39	KSNV	10/20/12	10/20/12	Saturday Today	CM		7a-9am		-----S-	:30	2	\$225.003	0.00	NM		2	\$450.00
SAT TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-								2	\$225.00	0.00			
E 40	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM		6a-7a		-----S-	:30	2	\$150.003	0.00	NM		2	\$300.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-								2	\$150.00	0.00			
E 41	KSNV	10/20/12	10/20/12	News 3 Today - SATURDAY	CM		9am-930am		-----S-	:30	1	\$200.003	0.00	NM		1	\$200.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-								1	\$200.00	0.00			
E 42	KSNV	10/21/12	10/21/12	Sunday Today	CM		7a-8am		-----S	:30	2	\$350.003	0.00	NM		2	\$700.00
SUN TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S								2	\$350.00	0.00			
E 43	KSNV	10/20/12	10/20/12	Saturday Night Live	CM		1130pm-1:02am		-----S-	:30	1	\$550.003	0.00	NM		1	\$550.00
SNL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-								1	\$550.00	0.00			
N 44	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagner	CM		6-7a		M-----	:30	2	\$700.001	0.00	NM		2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----								2	\$700.00	0.00			
N 45	KSNV	10/22/12	10/22/12	M-F Jeop/Wheel	CM		630-730pm		M-----	:30	2	\$1,300.001	0.00	NM		2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----								2	\$1,300.00	0.00			
N 46	KSNV	10/22/12	10/22/12	Noon News	CM		12-1230pm		M-----	:30	1	\$425.001	0.00	NM		1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----								1	\$425.00	0.00			
N 47	KSNV	10/22/12	10/22/12	The Agenda 1230pm	CM		1230-1p		M-----	:30	1	\$325.001	0.00	NM		1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----								1	\$325.00	0.00			
N 48	KSNV	10/22/12	10/22/12	Late Night w/Fallon	CM		1236a-136am		M-----	:30	2	\$250.001	0.00	NM		2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----								2	\$250.00	0.00			
N 49	KSNV	10/22/12	10/22/12	Dr. Phil	CM		3-4p		M-----	:30	1	\$450.001	0.00	NM		1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----								1	\$450.00	0.00			
N 50	KSNV	10/22/12	10/22/12	Dr. Phil	CM		10am-11am		M-----	:30	1	\$325.001	0.00	NM		1	\$325.00

Order / Rev: 103688
 Alt Order #: 06830031
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show III 4th H															
Today 4th Hour															
Start Date 10/22/12 End Date 10/28/12 Weekdays M-----															
									Spots/Week	Rate		Rating			
									1	\$325.00		0.00			